

Suicide Prevention Week Activity Tip Sheet

Suicide Prevention Week Tips & Resources

Each Mind Matters: California's Mental Health Movement supports that suicide prevention matters. For the past four years, county behavioral health agencies have invested in statewide efforts to prepare Californians to prevent suicide by knowing the warning signs for suicide, finding the words to talk with a person they are concerned about and reaching out to local resources. One of these efforts is the statewide suicide prevention social marketing initiative **Know the Signs**.

Sept. 7-13 marks **Suicide Prevention Week**. **Suicide Prevention Day** is on Sept. 10, and **International Survivors of Suicide Loss Day** is Nov. 21. People in California and across the globe will come together to spread awareness about the warning signs of suicide and offer support to those who have lost someone to suicide. This year the theme for suicide prevention week is **Preventing Suicide: Reaching Out and Saving Lives**. Here are ways in which you can be supportive:



Know the Signs. Find the Words. Reach Out.

Learn how you can help someone who may be at risk for suicide by visiting www.suicideispreventable.org to get informed. Share a link on your own website and share the information with others in your network.



Start conversations: Everyone has a role to play when it comes to preventing suicides.

Reach out to someone new and begin a conversation about suicide prevention. For example, ask local businesses to display a poster or your local fitness center to display buttons and brochures. Campaign materials are available in English and Spanish, as well as Chinese, Hmong, Khmer, Korean, Lao, Tagalog, and Vietnamese. All materials can be downloaded in the **Resource Center** on www.yourvoicecounts.org



Invite young people to direct change:

The **Directing Change Program & Film Contest** encourages young people to create 60-second films about suicide prevention or mental health. Encourage participation, host a local screening, or ask your local movie theater to screen films. For more information and to download films visit www.directingchange.org



Show your support: Many communities host suicide prevention walks and events.

By showing up, you demonstrate to people who have lost friends and family to suicide that their loved ones are not forgotten and their pain is recognized. Find local activities by contacting your local county mental health department. You can also look for or submit your own suicide prevention activity on the Each Mind Matters events page: www.eachmindmatters.org/events.



Host a training:

Suicide prevention gatekeeper trainings provide people with the skills to assist individuals in an emotional crisis. Get trained yourself or offer a training at your organization. Trainings range from one-hour events, such as **Question, Persuade and Refer (QPR)** to more involved trainings, such as **safeTALK** or **ASIST**. Contact your local county mental health department or email kathleen.snyder@livingworks.net for **safeTALK** or **ASIST** trainings in your area.



Join California's Mental Health Movement!

Each Mind Matters believes that suicide prevention matters. Wearing a lime green ribbon or a Know the Signs button is a great way to open an honest dialogue with friends, family, classmates and co-workers about mental health and how they are feeling. To order ribbons or buttons and for other ways to get involved in the movement visit www.eachmindmatters.org

California Counties' Investment in Statewide Suicide Prevention Efforts is Making a Difference...



"Prop. 63 suicide prevention investment will save lives and dollars; California suicide prevention programs have broad reach and impact." (Rand Corporation, 2015)



...by educating the public about warning signs and local resources,

50%

Californians were exposed to the Know the Signs campaign that was rated by an expert panel to be aligned with best practices and one of the best media campaigns on the subject.

"The results provide further evidence that the **Know the Signs** campaign is making Californians **more confident in their ability to intervene** with someone at risk of suicide."

(RAND Corporation, 2015)

strengthening crisis centers,

148,748



In 2013, **148,748 calls** to the National Suicide Prevention Lifeline **originated in California**.

Individuals who call an accredited suicide prevention hotline in California have **decreased suicidal intent** after the call.

(Common Metrics Report April 2014-April 2015)

and funding suicide prevention trainings.



Over **9,000 Californians** participated in ASIST and safeTALK suicide prevention trainings.

(CalMHSA, 2012-2015)

Since 2011 county behavioral health agencies have invested in statewide prevention and early intervention efforts to educate the public about the warning signs for suicide, strengthen crisis centers, and offer trainings. These efforts are part of Each Mind Matters: California's Mental Health Movement. Implemented with Prop 63 funds and overseen by the California Mental Health Services Authority (CalMHSA), these statewide initiatives have been evaluated by the RAND Corporation as a suicide prevention investment that will save lives and dollars.

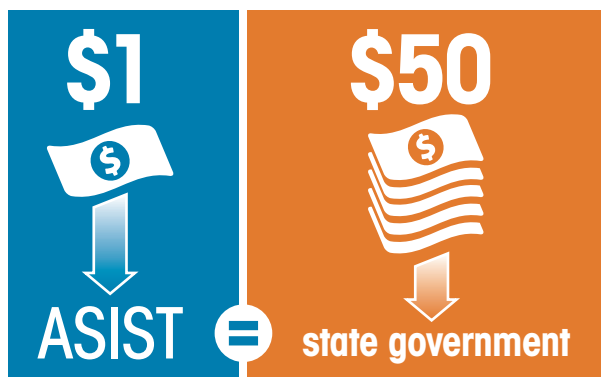
Learn the warning signs at
suicideispreventable.org elsuicidiodoespreventable.org



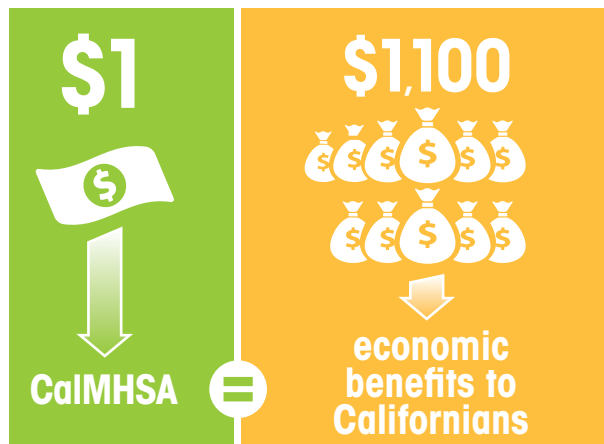
Funded by counties through the Mental Health Services Act (Prop 63).

SUICIDE PREVENTION PROGRAMS WILL Save Lives and Dollars

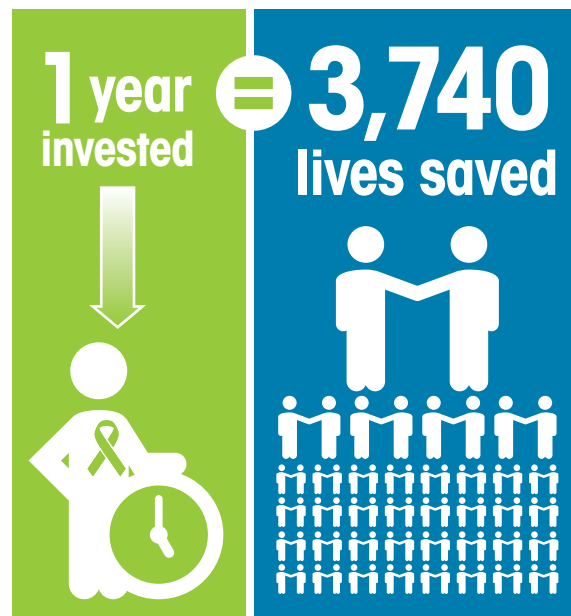
California Mental Health Services Authority's (CalMHSA) Applied Suicide Intervention Skills Training (ASIST) instructs people holding jobs in which they are likely to come in contact with people at risk for suicide how to recognize risk factors, intervene, and link those at risk with appropriate resources. An independent cost-benefit analysis of ASIST by RAND found that Californians stand to benefit from continued investment in the ASIST program in multiple ways:



The state government will **gain \$50 for each dollar invested** in ASIST through averted Medi-Cal health care costs and increased state income tax revenue.



For **every \$1 the state invests** in CalMHSA's suicide prevention program, the people of California will receive an estimated **\$1,100 in economic benefits** such as reduced spending on emergency care and increased earnings.



One year invested in CalMHSA's ASIST program is projected to prevent at least 140 deaths and 3,600 suicide attempts over the next three decades.

*Analysis of the Benefits and Costs of CalMHSA's Investment in Applied Suicide Intervention Skills Training (ASIST)

"California's pioneering suicide prevention effort is showing early signs of making progress." – RAND Corporation